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Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0651-0032  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

# FEE TRANSMITTAL for FY 2004

Effective 01/01/2003. Patent fees are subject to annual revision.

Applicant claims small entity status. See 37 CFR 1.27

**TOTAL AMOUNT OF PAYMENT** **(\$)** 142.00

Complete if Known

|                      |                          |
|----------------------|--------------------------|
| Application Number   | 10/750,451               |
| Filing Date          | December 31, 2003        |
| First Named Inventor | Ross KONINGSTEIN         |
| Examiner Name        | Not yet assigned         |
| Art Unit             | 2611                     |
| Attorney Docket No.  | Google-41 (GP-099-00-US) |

## METHOD OF PAYMENT (check all that apply)

Check  Credit card  Money Order  Other  None

Deposit Account:

|                        |                   |
|------------------------|-------------------|
| Deposit Account Number | 50-1049           |
| Deposit Account Name   | Straub & Pokotylo |

The Commissioner is authorized to: (check all that apply)

Charge any underpayment of  Credit any overpayments  
 Charge any additional fee(s) due in connection with the filing  
 submitted herewith  
 Charge fee(s) indicated below, except for the filing fee in the  
 to the above-identified deposit account.

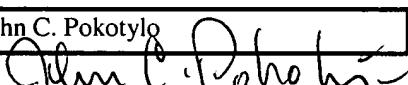
## FEE CALCULATION (continued)

### 3. ADDITIONAL FEES

Large Entity Small Entity

| Fee Code (\$)                      | Fee Code (\$) | Fee Description  | Fee Paid |
|------------------------------------|---------------|--|----------|
| 1051 130                           | 2051 65       | Surcharge - late filing fee or oath  |          |
| 1052 50                            | 2052 25       | Surcharge - late provisional filing fee or cover sheet                     |          |
| 1053 130                           | 1053 130      | Non-English specification  |          |
| 1812 2,520                         | 1812 2,520    | For filing a request for ex parte reexamination                            |          |
| 1804 920*                          | 1804 920*     | Requesting publication of SIR prior to Examiner action                     |          |
| 1805 1,840*                        | 1805 1,840*   | Requesting publication of SIR after Examiner action                        |          |
| 1251 110                           | 2251 55       | Extension for reply within first month                                     |          |
| 1252 430                           | 2252 215      | Extension for reply within second month                                    |          |
| 1253 980                           | 2253 490      | Extension for reply within third month                                     |          |
| 1254 1,530                         | 2254 765      | Extension for reply within fourth month                                    |          |
| 1255 2,080                         | 2255 1,040    | Extension for reply within fifth month                                     |          |
| 1401 340                           | 2401 170      | Notice of Appeal   |          |
| 1402 340                           | 2402 170      | Filing a brief in support of an appeal                                     |          |
| 1403 300                           | 2403 150      | Request for oral hearing   |          |
| 1451 1,510                         | 1451 1,510    | Petition to institute a public use proceeding                              |          |
| 1452 110                           | 2452 55       | Petition to revive - unavoidable   |          |
| 1453 1,370                         | 2453 685      | Petition to revive - unintentional   |          |
| 1501 1,370                         | 2501 685      | Utility issue fee (or reissue)   |          |
| 1502 490                           | 2502 245      | Design issue fee   |          |
| 1503 660                           | 2503 330      | Plant issue fee  |          |
| 1460 130                           | 1460 130      | Petitions to the Commissioner  |          |
| 1807 50                            | 1807 50       | Processing fee under 37 CFR 1.17(c)  |          |
| 1806 180                           | 1806 180      | Submission of Information Disclosure                                       |          |
| 8021 40                            | 8021 40       | Recording each patent assignment per property (times number of properties) |          |
| 1809 790                           | 2809 395      | Filing a submission after final rejection (37 CFR 1.129(a))                |          |
| 1810 790                           | 2810 395      | For each additional invention to be examined (37 CFR 1.129(b))             |          |
| 1801 790                           | 2801 395      | Request for Continued Examination (RCE)                                    |          |
| 1802 900                           | 1802 900      | Request for expedited examination of a design application                  |          |
| Other fee (specify) _____          |               |  |          |
| * Reduced by Basic Filing Fee Paid |               |  |          |
| <b>SUBTOTAL (3) (\$)</b> 0.00      |               |  |          |

**SUBMITTED BY** **(Complete if applicable)**

|                   |   |                                   |        |           |                  |
|-------------------|---|-----------------------------------|--------|-----------|------------------|
| Name (Print/Type) | John C. Pokotylo  | Registration No. (Attorney/Agent) | 36,242 | Telephone | (732) 542-9070   |
| Signature         |  |                                   |        | Date      | October 12, 2004 |

**WARNING:** Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.



Please type a plus sign (+) inside this box --->

Modified PTO/SB/21 (08-00)

Approved for use through 10/31/2002. OMB 0651-0031

U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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## TRANSMITTAL FORM

*(to be used for all correspondence after initial filing)*

|  |  |                        |                          |
|--|--|------------------------|--------------------------|
|  |  | Application Number     | 10/750,451               |
|  |  | Filing Date            | December 31, 2003        |
|  |  | First Named Inventor   | Ross KONINGSTEIN         |
|  |  | Group Art Unit         | 2611                     |
|  |  | Examiner Name          | Not yet assigned         |
| Total Number of Pages in This Submission |  | Attorney Docket Number | Google-41 (GP-099-00-US) |

### ENCLOSURES *(check all that apply)*

|   |   |   |
|---|---|---|
| <input checked="" type="checkbox"/> Fee Transmittal Form<br><input checked="" type="checkbox"/> Fee Attached<br><br><input checked="" type="checkbox"/> Amendment / Reply<br><input type="checkbox"/> After Final<br><input type="checkbox"/> Affidavits/declaration(s)<br><br><input type="checkbox"/> Extension of Time Request<br><br><input type="checkbox"/> Express Abandonment Request<br><br><input type="checkbox"/> Information Disclosure Statement<br><br><input type="checkbox"/> Certified Copy of Priority Document(s)<br><br><input type="checkbox"/> Response to Missing Parts/ Incomplete Application<br><input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Assignment Papers<br><i>(for an Application)</i><br><br><input type="checkbox"/> Drawing(s)<br><br><input type="checkbox"/> Licensing-related Papers<br><br><input type="checkbox"/> Petition<br><br><input type="checkbox"/> Petition to Convert to a Provisional Application<br><br><input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address<br><br><input type="checkbox"/> Terminal Disclaimer<br><br><input type="checkbox"/> Request for Refund<br><br><input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication to Group<br><br><input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences<br><br><input type="checkbox"/> Appeal Communication to Group<br><i>(Appeal Notice, Brief, Reply Brief)</i><br><br><input type="checkbox"/> Proprietary Information<br><br><input type="checkbox"/> Status Letter<br><br><input checked="" type="checkbox"/> Postcard Receipt<br><br><input type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i> |
| Remarks   |   |   |

### SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

|                               |                                    |
|-------------------------------|------------------------------------|
| Firm<br>or<br>Individual name | John C. Pokotylo (Reg. No. 36,242) |
| Signature                     |                                    |
| Date                          | October 12, 2004                   |

### CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on this date:

October 12, 2004

|                       |                  |
|-----------------------|------------------|
| Typed or printed name | John C. Pokotylo |
| Signature             |                  |
| Date                  |                  |

October 12, 2004

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO Assistant Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.



IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

*[Handwritten signature]*

Attorney Docket No.: **Google-41 (GP-099-00-US)**

Appl. No.: **10/750,451**

Applicants: **Ross KONINGSTEIN et al.**

Filed: **December 31, 2003**

Title: **SUGGESTING AND/OR PROVIDING TARGETING CRITERIA FOR ADVERTISEMENTS**

TC/A.U.: **2611**

Examiner: **Not yet assigned**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**PRELIMINARY AMENDMENT**

Sir:

Before examining the above-referenced application, please amend the application as follows:

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks/Arguments** begin on page 18 of this paper.

10/18/2004 JADDO1 00000019 10750451

01 FC:1201  
02 FC:1202

88.00 OP  
54.00 OP